

# B. Lowenstein & Bros

# Monday, the Annual Sale of White



#### SPRING'S ADVANCE SHOWING OF NOVELTY WASH FABRICS

Presenting an exclusive selection of the most radiant materials in an exquisite blending of spring tones ever shown in the South. From these representations of the foremost artists of America, France, Switzerland and England you may choose and plan all your garments for Spring and Summer. There are included among others-

36 and 40-inch Voiles, priced from 85e to \$2.25 yard.

45-inch crispy Organdies, plain and shadow stripes, priced at \$1.25 to \$2.25 vard.

32-inch Tissue Ginghams, 75c yard. 32-inch Dress Zephyr Ginghams, 50c to \$1.25 yard.

45-inch Embroidered Voiles, 98c to \$2.50 vard.

45-incl Embroidered Organdies, \$2.50 and \$3.00 yard.

For authentic spring styles, direct from Paris, London and New York, visit our Butterick Section, Second Floor.

#### WHITE HOSIERY AT **GREAT SAVINGS**

Wemen's White Silk Hose, full fashioned make;

lisle reinforcements; were \$3.00. White Sale Women's White Silk Hose, full fashioned make: 

White Silk Hose, semifashioned; lisle reinforcements; were \$2.00, White Sale Price . . . . 81.55 White Silk Hose, mock seamed and seamless; worth \$1.75, White Sale Price ........... \$1.35 White Silk Hose with lace stripe effect; seamed and seamless; White Sale Price .........81.75 White Silk Lisle Hose, full fashioned make; value

White Silk Lisle Hose, fine gauge, full seamless make; White Sale Price

## Will Present Wonderful Values

There is news of vital importance to every woman in Memphis in the items below, taken from our greatest of White Sales.

Clip out this page-save it as a guide to your Monda purchasing, for these items do not appear in any other

The reductions on this standard merchandise are tremendous-far greater than you could reasonably expect in this day of rising costs-but, as usual, Lowenstein's plan to be of greatest service while the need is greatest.

Compare the values carefully, item for item—the quality and the price-and you must agree that we are consistently lower.

Plan to be here early Monday when the sale starts -so that you may get your full share of the savings that should be yours.

### Domestics at Less Than Present Wholesale Cost

A shortage in the world's supply of staple cotton materials tends to strengthen the belief that much higher prices will prevail. Stocks now offered in this sale have been accumulated during the past year, and the record low prices do not take into consideration the present high mill costs, nor the difficulty of replacing the supply at any price. See that you are well suppiled for the future—there will be no more such opportunities.

Bleached sheets, standard qualities and de-pendable grades in all sizes.

54x90-in. Wearwell Sheets; \$1.90 value, \$1.45 63x90-in, Ideal Sheets; \$2.00 value, \$1.65 63x90-in. Pequot Sheets, \$2.50 value, \$2.15 72x90-in. Elmdale Sheets; \$1.95 value, \$1.63 72x90-in. New Era Sheets; \$2 value, \$1.69 72x90-in. Soxor Sheets; \$2.25 value, \$1.85 72x90-in. Pequot Sheets; \$2.75 value, \$2.25 72x99-in. Ideal Sheets; \$2.50 value, \$1.98 72x99-in, Pequot Sheets; \$3.00 value, \$2.50 81x90-in. New Era Sheets; \$2.25 value, \$1.89 81x90-in. Mohawk Sheets; \$2.75 value, \$2.20 81x90-in. Utica Sheets; \$3.00 value, \$2.49 81x99-in. Utica Sheets; \$3.25 value, \$2.75 90x90-in. Pequot Sheets; \$3.25 value, \$2.69 90x99-in. Pepperell Sheets; \$3 value, \$2.45

Hemstitched Sheets-

72x90-in, Cohossett Sheets; §2.75 value, \$2.35 72x99-in. Cohossett Sheets; \$3 value, \$2.55 81x99-in. Utica Sheets; \$3.50 value, \$2.98 Plain hem Pillow Cases-

36x36-in. Daisy Cases; 45c value, each, 35c 42x36-in. Priority Cases; 45c value, each, 33c 42x36-in. Pepperell Cases; 60c value, 45c 42x36-in. Pequot Cases; 70c value, each, 55c 45x36-in. Utica Cases; 75c value, each, 59c Yard-wide bleached and unbleached domestic in popular grades; sold only in 10 and 20-yard

Our regular 30c quality; 10 yards for ... \$1.90 Our regular 35c quality; 10 yards for .... \$2.60 Our legular 40c quality; 10 yards for .... \$3.10 60-in. Near-Linen Suiting, for, a yard .... 59c Hemstitched Cases-45x36-inch Utica Cases; 85c 



Mattress Protectors; closely quiited and nicely bound; for baby carriages, cribs and beds. 18x18-in. size, 39c - 18x34-in. size, 69c 27x40-in, size, \$1.30-36x36-in, size, \$1.69 42x76-in. size, \$8.45-54x76-in. size, \$8.95 60x76-in. size, \$1.45-68x76-in. size, \$4.95

Quilted Padding for silence cloths on tables. and for mattresses.

36-inch width; \$1.50 value, for, a yard, \$1.19 54-inch width: \$2.50 value, for, a yard, \$1.98 63-inch width; \$3.00 value, for, a yard, \$2.49 72-inch width; \$3.50 value, for, a yard, \$2.98

Fine longcloth and cambric; excellent grades, full yard wide,

Our regular 30c quality, 10-yard boits, \$1.98 Our regular 25c quality, 10-yard bolts, \$2.75 Our regular 45c quality, 10-yard bolts, \$8.65 Our regular 50c quality, 10-yard bolts, \$4.15 Our regular 60c quality, 10-yard bolts, \$4.95

Indian Head and White Linon, soft finished qualities.

33-inch width; 45c value, for, a yard, 37c 36-inch width; 50c value, for, a yard, 43c 44-inch width; 60c value, for, a yard, 49c 54-inch width; 80c value, for, a yard, 65c

#### HANDKERCHIEFS IN ODD LOTS REDUCED

All soiled, mussed and odd lots of Handkerchie's left over from the great Christmas rush, must be cleared out before

15c	values	on.	sale at	404 479	DOM: N	40,3910	FIRST ST	5e
25e	values	on	sale at	20 70	77.7	×5.		10e
50e	values	011	sale at	524 F24	101 10		3.83	25c

#### WOMEN'S NECKWEAR AT HALF AND LESS

Our entire stock of women's neckwear will be placed on sale Monday at extra special reductions. There are odd lots and slow selling numbers included. Collars of organdy, Georgette, satin, laces and net, and collar and cuff sets.

75c and \$1.00 values, sale price, 25c \$1.50 and \$2.00 values, sale price, 50c

\$3,50 and \$5,00 values, sale price, 98c \$2.50 and \$3.00 Cotton, Poplin and Linene Vests, with embroidered design, to close out, \$1.50.

\$5,00 to \$10.00 Fancy Vests, made of fancy silks, satin and jersey, with embroidered designs, to close out, \$2.00 each.

#### WOVEN LACE CURTAINS SPECIALLY REDUCED

These are the finest designs from the best manufacturers of Lace Curtains in this country, both filet and regular weaver

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\$2.25	Curtains,	for,	a	pair\$1.98
\$2.50	Curtains,	for,	a	pair\$2.15
\$2.75	Curtains,	for,	a	pair\$2.35
\$3.00	Curtains,	for,	a	pair \$2.55
\$3.50	Curtains,	for,	a	pair\$3.00
\$3.75	Curtains,	for,	a	pair\$3.15

### Hundreds of Yards of Wonderful Silk Values

Yet remain in this greatest of silk sales. Its succes lies not in low price alone, but in the exquisite quality of the silk itself. Naturally some of the lines have been sold out completely, but there are plenty of patterns yet to supply the needs of all, and the prices are less than you will pay even 60 days



\$4.50 Print Pussy Willow-Only a limited quantity of these handsome printed Pusny Willow taffetas for dresses and good \$3.69

\$5.50 New Sport Silks-One Novel Jacquard designs; lustrous spring sport colors, white, pink orchid, turquoise \$4.98 and coral; yard:

200 Washable Satin—36-inch white washable satin, high luster, med-lum weight, yard. \$1.39

\$6.50 Black Satin Char-meuse — Handsome lus-trous black satin; far su-perior to anything shown elsewhere at this price; a yard.....\$4.98

\$7.00 White Baronette Satin -Gorgeous white, high luster Satin, suitable for Skirts later in the season, 40 inches wide; finest quality; a \$5.98 \$5.98

\$3.50 Printed Georgettes— New and high color print designs on good quality Georgette, fashionable for spring wear; \$2.69

\$7.50 White Crepe Corons-Pull 40 inches wide with Cotete effect; launders perfectly and is suitable for Waists, Dresses, Skirts and Men's \$4.98 Shirts; a yard ...

> \$3.50 and \$4.50 Sport Shantungs-Heavy qualitles of natural pongees in conventional designs, with multi-color effect; just the thing for sport suits and skirts; smooth and somi-rough \$1.89 finish; yard ....

## Continuing Sale of Women's Outer Apparel

Splendid assortments of fashionable Coats, Suits, Dresses, Skirts and Furs await Monday's selection. Exceptional values at remarkable low prices constitute the greatest of saving opportunities. On account of the tremendous reductions none will be sent on approval, no C. O. D.'s, none put aside-every sale must be final.

#### SUITS

Three groups of tailored Suits are now priced-\$24, \$30 and \$38

Distinctive fabrics, beautifully tailored, reduced to-

\$48, \$57 and \$63

Besides these there are a number of our very finest fur-trimmed Suits at tremendous reductions.

#### COATS

Three groups of street and after-noon Coats, wonderful values at \$21, \$28 and \$36 High-class Coats from our better

lines; mostly trimmed in furs. \$49, \$59 and \$69

Superb styles in exclusive Coats for evening and afternoon wear, at extreme reductions.

#### DRESSES

Three groups of charming silk dresses that are amazing values

\$12, \$19 and \$28 Street and Afternoon Dresses; Dinner and Evening Dresses; Georgette, Tricolette, Satin, Taffeta, Serges and Tricotine. Radically reduced to-

\$39, \$49 and \$63

We have repriced our entire stock of FUR COATS, CAPES, STOLES AND FUR SETS, as well as the neckpieces and coatees, and all have been further reduced. Furs will be much the vogue next year, therefore you will find this a great saving opportunity.



#### BLOUSE BARGAINS

Beautiful Blouses in This Sale at Very Drastic Reductions

\$5.00, VALUES TO \$10.00-Heavy quality Georgette Crepe Blouses, trimmed in beads, braids and embroidery. Round, square or V neck in high or low style. Colors are brown, navy, taupe, gray, bisque, flesh and white.

\$7.89, VALUES TO \$15.00-A group of flesh and white blouses taken from our regular stock and included in this lot. They are trimmed in jabots and pleated frills, embroidery and beads. Sizes 34 to 46.

\$12.89, VALUES TO \$22.50—Georgette models that are effectively beaded, both back and front, also collarless models, with short sleeves and models trimmed in beautiful laces and embroidery. Colors are navy, taupe, henna, brown, bisque, gray, flesh and white. Sizes 34 to 46.

#### A SALE OF WOMEN'S FINE BOOTS AT \$9.85

Only 1,000 Pairs Which Were Formerly \$15.00 to \$20.00

Built of finest black and brown kidskin, in styles possessing an air of elegance and in all

SHOE DEPARTMENT-SECOND FLOOR.

#### SPECIAL PRICING OF UNDERWEAR

The Knitwear Section includes Pettibockers, Pajamas, Sweaters and Underwear in the great White Sale reductions.

Women's pink pure-thread Silk, tailored bodice vests; ribbed style; White Sale Price ...... \$3.25 Women's pink glove silk Vests; strapped or bodice style; \$4.50 quality; White Sale Price, \$3.65

Women's pink glove silk Bloomers: regular \$5.95 quality; White Sale Price .....\$4.95 Women's ankle Bloomers; ruffled or tucked finish; three special val-ues; White Sale Price, \$4.95,

PAJAMAS

Women's flannelette Pajamas; twoplece suits; \$3.50 quality; White 

Misses' sizes in the same quality; White Sale Price .......\$2.25 Children's flannelette one-piece sleeping suits; feet attached; sizes to 10 years; White Sale 

SWEATERS

Women's and Misses' Woolen Sweaters in novelty models; quite a variety to select from. Reductions for the White Sale of One-Fourth and One-Third.

#### **EMBROIDERED** AND STAMPED ARTICLES REDUCED 1/3 TO 1/2 Discontinued numbers of hand-em-

HAND

broidered and knitted models; 1-3 off regular selling price. Children's Dresses at a 33 1-3 per

cent reduction. Broken lots of chil-dren's dresses in rep, chambray and lawn; sizes 4 to 12 years: 1-3 off regular selling price. One lot of discontinued numbers of stamped articles. 1-3 and 1-2 off

regular selling price. Eagle and Star Crochet Cotton; regular 12c value, a ball ...... 8c Celesta Floss, not all colors, but a good assortment; regularly sold at 7c, for, a skein ...........5c



#### WHITE BLANKETS REDUCED

White Cotton Blankets; size 60x76 inches; pink 

BEACON WHITE BLANKETS 60x76-inch size; \$6.50 value, for, a pair, \$4.95 66x80-inch size; \$7.50 value, for, a pair, \$5.95 72x84-inch size; \$8.50 value, for, a pair, \$6.95 White wool blankets, many pretty styles, pink, blue and yellow borders-66x80-inch; \$10.00 value, a pair 70x80-inch; \$11.00 value, a pair 72x86-inch; \$12.50 value, a pair 76x84-inch; \$15.00 value, a pair \$10.93 72x90-inch; \$17.50 value, a pair 80x90-inch; \$20.00 value, a pair 80x90-inch; \$25.00 value, a pair 80x90-inch; \$30.00 value, a pair ..... \$24.75 Finest White Blankets; cut single with 3-inch colored silk binding; pink, blue, rose and Co-72x84-inch; \$37.50 value, at ...... **829.75** 80x90-inch; \$45.00 value, at ....... **834.75** 

#### A SALE OF BOYS' SUITS AND OVERCOATS

Ocats in mannish styles for boys 3 to 9 years; nicely tailored; \$6.95 \$11.00 value, at.....

Junior Norfolk styles in suits, in all popufar shades; shown for small boys 3 to 9; special for Monday, 

#### SPECIALS IN DOMESTIC RUGS

\$ 7.50 Axminster Rugs, 36x63, \$6.75 \$10.00 Axminster Rugs, 36x72, \$8.75 \$2.00 Inlaid Linoleum, sq. yd., \$1.75 \$110.00 Wilton Rugs, 9x12...\$89.50 \$60,00 Seamless Axminster Rugs, 9x12 .....\$55,00 \$4.50 Axminster Rugs, 27x52..\$3.90

#### VELVET HAND BAGS REDUCED TO CLEAR

Handsome Novelty Bags, in beautiful shapes, exquisite frames, black and some colors. These will not last long at these prices, so be here early.

\$ 5.95	Velvet	Hand	Bags	at\$ 3.95
\$ 8.50	Velvet	Hand	Bags	at\$ 4.95
\$10.00	Velvet	Hand	Bags	at\$ 5.00
\$12.50	Velvet	Hand	Bags	at\$ 6.25
\$15.00	Velvet	Hand	Bags	at\$ 7.50
\$20.00	Velvet	Hand	Bags	at\$10.00
\$25.00	Velvet	Hand	Bags	at\$12.50
				at\$15.00
				at:\$17.50